INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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Bulk Supply of Booklets on 'How Fresh *Is* Fresh?'

The N.C.A. this week made available to members copies of a booklet reproducing the article "How Fresh *Is* Fresh?" by Dr. Fredrick J. Stare which was published first in the September issue of *McCall's* magazine.

The booklets are intended for distribution by canners to distributors and others in the trade. At the time that the article appeared, it was announced that bulk supplies of a booklet containing the reprint would be made available to members at a nominal price.

A single copy of the booklet was mailed this week to each member. Bulk supplies are available at $15 a thousand. Envelopes may be obtained locally for about one cent each. The booklet, together with an envelope and a one-page message, may be mailed first class for three cents, or the booklets may be mailed in bulk for two cents each.

Members' decisions on whether to use bulk supplies of these booklets may be influenced by the distribution of the original reprint already made. A total of 32,000 reprints have been distributed by N.C.A. and *McCall's*. These include 2,000 copies to food editors and home economists, 1,600 copies to N.C.A. members, members of state canner associations, and trade journals, 3,800 copies to wholesale grocers, 1,550 copies to retailers, 1,800 to the National Food Brokers Association, and additional copies to members of the Grocery Manufacturers of America, the Can Manufacturers Institute, and the Glass Container Manufacturers Institute.

Room Reservations for 1955 Convention

Members who desire rooms at the 1955 Convention are urged to complete the room request form, mailed to them a month ago, and return it promptly to N.C.A. Rooms are now being tentatively assigned.

Canning Booklet Distributed to Newspapers and Libraries

The N.C.A. this week mailed copies of *The Canning Industry* to 425 selected metropolitan daily newspapers, with the suggestion that the booklet contains numerous stories of interest to newspaper readers.

It was pointed out that each chapter of the booklet presents an individual phase of canning activity, suitable for news columns, business pages, Sunday feature sections, food or science columns, and editorials. It also was suggested that *The Canning Industry* is a good library reference work for consultation on occasions when canning stories cross editors' desks.

In line with this, the N.C.A. has placed copies of *The Canning Industry* in the leading American libraries.

Mailings were made this week to 481 municipal libraries and to 333 libraries of the principal colleges and universities.

It was felt that because the publication contains data on canning history, economic importance, scientific basis, nutritive values, and other pertinent informative details, placement in the libraries would assist hundreds of thousands of students and research workers who consult reference works on food and health.

The 36-page booklet, issued by the Information Division, contains chapters on the history of canning, economic importance of the industry, scientific research, high quality of its raw products, containers, canning machinery, canning procedure, distribution and buying of canned foods, their nutritive values, and how to get best use from them.

Using the various favorable facts about the canning industry and its products that are brought out in *The Canning Industry*, the Information Division has prepared a set of six press releases for use by individual members.

The press releases are prepared with blank spaces to enable members to insert the name and title of a company spokesman. They will be mailed

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Vegetables for Processing —Indicated Production

The indicated 1954 production of 5.24 million tons of nine important vegetables for commercial processing is about 13 percent less than the 6.03 million tons obtained in 1953 and 1 percent below the 1943-52 average, according to the Crop Reporting Board of USDA.

The Crop Reporting Board late yesterday issued reports on September 1 conditions and indicated production of seven important vegetables for processing. Following are the estimates of total U. S. production of these crops, based on September 1 conditions, with comparisons:

Crop	1943–52 ave. (tons)	1953 revised (tons)	Sept. 1, 1954 (tons)
Lima beans	63,020	106,550	98,570
Snap beans	232,300	304,580	342,500
Beets	141,200	158,900	136,800
Cabbage (contract)	90,400	129,150	110,600
Corn	1,205,400	1,519,900	1,434,500
Pimientos	17,400	33,430	24,390
Tomatoes	3,038,600	3,228,830	2,581,250

Details of the production estimates will be reported in the next issue of the INFORMATION LETTER.

President Vetoes Measure Revising Food and Drug Law

The President has vetoed H.R. 9728, a bill to revise, codify, and reenact the Federal Food, Drug, and Cosmetic Act.

In a memorandum of disapproval, the President said that the bill would make one very important substantive change in existing law and would cast serious doubts on the status and interpretation of other statutory provisions.

The important change made by H.R. 9728 is the deletion from the multiple seizure powers of the present law the authority of the Food and Drug Administration to make more than one seizure of food, drugs, and cosmetics, where they bear identical labeling

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Norris H. Sanborn Dies; N.C.A. Food Technologist

Norris H. Sanborn, 53, food technologist and sanitary engineer, who has been in charge of the N.C.A.'s waste disposal program for about 30 years, died in a Madison, Wis., hospital September 4. Mr. Sanborn was on a field trip doing work in Beaver Dam when the fatal illness occurred.

He was to have been the recipient of the 1954 Industrial Waste Medal awarded by the Federation of Sewage and Industrial Wastes Associations at a ceremony scheduled for Cincinnati on October 13. The honor has been earned by Mr. Sanborn's contribution, "Disposal of Food Processing Wastes by Spray Irrigation," as published in the 1953 volume of the journal of the federation. He had been a leader in the development and application of methods of disposal of cannery wastes for many years, and his findings were reported frequently at N.C.A. and state association conventions as well as in the technical journals.

Mr. Sanborn was born October 19, 1900, in the Hawaiian Islands, and spent a portion of his boyhood years in Puerto Rico and Cuba, where his father was engaged in sugar production. After coming to this country, he was educated in the schools of New York City and later attended George Washington University in Washington, D. C., from which he received the B.S. degree with honors in 1922, and the M.S. degree in 1929.

He joined the staff of the Washington Research Laboratory of the N.C.A. in 1923. Since that time he had been engaged in studies on a wide range of scientific and technical topics in the field of canning. Among these were chemical and electrochemical factors in tin plate corrosion, effects of respiration of raw vegetables, isolation of individual food constituents, occurrence and preservation of Vitamin C, especially in citrus and tomato juices, tin conservation and substitute containers, disposal of cannery waste, and methods of maintaining plant sanitation. In these fields he has many publications to his credit.

In his work on waste disposal, Mr. Sanborn has carried on field studies in cooperation with the Wisconsin State Board of Health and the group of state health departments acting under the Upper Mississippi River Basin Sanitation Agreement. He was a member of the Interstate Commission on the Potomac River Basin, established to study control of stream pollution in that area.

Mr. Sanborn was also a member of the American Chemical Society and the Institute of Food Technologists.

The Canning Industry

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to the membership next week with a request that members distribute them to their local papers and radio stations. Some members may wish to run off additional copies for wider distribution, but if the N.C.A. press release letterhead is preferred additional copies can be supplied. Opportunity is given for members to issue the press releases at each of their plant locations if desired.

The copy can be rewritten to work in state and local points of interest, such as the importance of the given state in the canned foods economy, or the contribution of the individual firm to the local community in terms of employment and other items. It was felt that distribution of such copy at the local level would be effective since in many instances newspaper desks and broadcasting stations will give space to copy handed them locally in preference to releases from out of town sources.

Following is one of the six press releases, reproduced here with blanks just as canners will receive them in next week's mailing. Other subjects covered in the releases are the scientific basis of canning, high quality raw products, nutritive values of canned foods, and containers.

Record Volume of Canned Foods Eaten in 1953

Per capita consumption of canned foods reached a new peak in this country last year, it is stated by Mr. (name, title, firm, and city).

"Each civilian in the United States ate an average of 106 pounds of canned foods in 1953. This is an all-time high, according to figures released by the U. S. Department of Agriculture," Mr. _____ stated. "Five years ago each person averaged 96.2 pounds; 10 years ago, 68.3 pounds; 15 years ago, 64 pounds. This growth is a sound reflection of consumer satisfaction with canned foods, which bring so much service and bounty to shopper, cook, and grocer," he continued.

Canners are famous innovators, Mr. _____ asserted. He claimed that canned foods were the first foods "prepackaged" for American consumers, thus making possible the modern self-service grocery store. "Before canned foods were introduced," he said, "the grocer followed the unsanitary practice of scooping food out of barrels, tubs and pails. Canners thus freed food merchandising from the flour-bin, lard-pail techniques of the horse-and-buggy era."

This leadership is evidenced in other ways, he explained. The industry, he said, was the first to establish research laboratories to maintain canned foods manufacture on a scientific basis. It pioneered in home economics studies to ascertain housewives' desires and to create recipes for glamorous meals. It began early to develop quality controls for use of farmers and growers of canning crops. All these activities, maintained and expanding today, spell constant quality improvement and have resulted in growing demand for canned foods, he said.

"Meanwhile, the grocer is finding out what the popularity of canned foods means for him—high volume, rapid turnover, a minimum of handling—no spoilage or waste to throw away at the end of the day."

FDA Codification

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which is believed fraudulent or so materially misleading as to injure or damage the purchaser or consumer.

The President also said that substantive changes which may seriously affect the administration of the Food and Drug Act should not be "placed in the statute books" without full public hearings.

Request Made for Favorite Recipes of Canners' Wives

The N.C.A., in its Consumer and Trade Relations program, sometimes has need for "favorite recipes" of personalities in the industry, or recipes from a particular area. Opportunities arise for publication of such recipes in newspapers or magazines in connection with articles about the canning industry.

It has been suggested that members' wives or the wife of someone in the member organization has one or more recipes she especially likes and would be willing to share with others. If so, these would be welcome. They should be sent to N.C.A. Consumer and Trade Relations Program, Suite 1100, 551 Fifth Avenue, New York 17, N. Y.

A booklet of all recipes submitted will be published and sent to the ladies who contribute.

Dr. Stier Participates in National Marketing Workshop

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, participated in the sixth National Marketing Workshop sponsored by the U. S. Department of Agriculture and the Land-Grant College Association at Cornell University August 26-September 3.

Dr. Stier spoke before a general session on September 2 on "Contributions of Private Agencies in Supplying Market Information." His presentation was concerned principally with contributions of trade associations as a source of market information.

Attending the workshop were more than 200 people from 33 states and Puerto Rico. It was the largest of all the marketing workshops that have been held.

Those attending the workshop were divided into 12 work groups. Dr. Stier served as consultant to the group dealing with "Consumer Behavior and Preference." This group was concerned with methods of measuring consumer purchases, preferences, and behavior, and the interpretation of such information for the benefit of retailers, handlers, processors, producers, and consumers. A limited number of copies of the report prepared by this work group are available from Dr. Stier.

Canned Kadota Figs for USDA

The U. S. Department of Agriculture on September 3 announced purchase of 81,520 cases of U. S. Fancy grade canned Kadota figs for use in school lunch programs.

The purchase consisted of 56,520 cases of No. 10 cans at an average price of $4.52 a case and 25,000 cases of No. 2½ cans at an average price of $5.12 a case. These prices are f.o.b. shipping points and are exclusive of cash discounts.

The canned figs were purchased with Section 32 funds, USDA said, and will be delivered during the period September 27 through October 30.

Canned Foods for VA

The Veterans Administration has invited sealed bids to furnish the following:

CARROTS—3,100 dozen No. 10 cans, sliced or diced. Standard (Grade C), or equivalent in No. 2½ or No. 2 cans. Bids due under S-71 by Sept. 27.

CARROT PUREE—8,750 dozen No. 2 cans. Bids due under S-71 by Sept. 27.

California Olive Association

The California Olive Association elected the following officers recently at the association's annual meeting:

President—G. K. Patterson, Sunland Olive Company, Terra Bella; vice president—Frank J. Oberti, G. Oberti & Sons, Madera; secretary-treasurer—Miss Erline Hevel, San Francisco (reelected).

American Weekly Magazine

Numerous canned foods were used throughout "Serve the Easy Way—Use a Chafing Dish," an article by Amy Alden in the August 29 issue of *American Weekly* magazine.

A two-page spread of color photographs showed the prepared recipes that were featured in the article. The canned foods used in the recipes were tuna, salmon, crab meat, lobster, turkey, chicken, water chestnuts, chow mein noodles, cream of mushroom soup, mushrooms, pimiento, and peas.

The magazine has a vast reading audience over the country as it is distributed with many of the leading Sunday newspapers.

1953 Value of Shipments of Canned Food Products

The value of 1953 shipments of canned foods was 4 percent greater than the value shipped from canneries in 1952, according to a report by the Bureau of the Census, U. S. Department of Commerce.

The most significant increase was for canned baby food, up 19 percent over 1952. This followed a 12 percent increase in 1952 over the previous year.

The following table shows the 1953 value of shipments of canned foods, f.o.b. cannery, with comparisons:

	Value of Products Shipped		
	1947	1952	1953
	(thousands of dollars)		
Canned fruits	352	448	460
Canned vegetables and specialties	611	888	901
Canned fruit juices	108	153	(a)
Canned vegetable juices	39	78	79
Canned baby foods	71	148	177
Canned soups and poultry products	210	330	332
Jams, jellies, and preserves	153	(a)	(a)
Total	▶1,560	▶2,223	2,322
Catsup and other tomato sauces	95	121	130
Pickles and other pickle products	106	131	138

(a) Withheld. ▶Revised.

Tariff Simplification

The Tariff Commission has invited importers, domestic producers, customs brokers, and other interested parties to submit suggestions which will assist the Commission in its study of customs tariff schedules.

The Tariff Commission announced September 2 that it has begun the study. After a review of tariff schedules and classifications, the Commission is to recommend a revision and consolidation of customs laws that is intended to accomplish desirable simplification of classifications (see INFORMATION LETTER of August 21, page 273).

No hearings will be held in connection with this study until after the Commission has completed its review of the tariff classification laws and has prepared a draft of revised tariff schedules.

Poultry Used in Canning

Poultry canned or used in canning during July was the largest of record for that month, according to the Crop Reporting Board of USDA. The total of 16,710,000 pounds compares with 13,847,000 pounds during July of last year and the 1948-52 average of 12,153,000 pounds. The previous high for the month was 15,354,000 pounds canned during July of 1952.

The quantity of poultry canned or used in canning during the first seven months of 1954 totaled 134,148,000 pounds compared with 109,944,000 pounds during the same period of 1953.

1954 Pack of Asparagus

The 1954 pack of canned asparagus totaled 5,611,870 actual cases as compared with the 1953 pack of 4,489,267 cases, according to a report by the N.C.A. Division of Statistics.

State	1953	1954
Green:	*(actual cases)*	
New Jersey	443,992	650,744
Illinois	563,993	518,579
Michigan	504,909	530,675
Wash. and Ore.	396,077	513,416
California	934,864	1,621,828
Other states	299,966	420,908
Total green	3,143,801	4,256,150
White:		
California	1,345,466	1,355,720
U. S. Total	4,489,267	5,611,870

In order to make the pack totals for 1954 comparable with those for 1953, asparagus packed in 8Z cans is computed on the basis of 48 units per case and 300 cans are computed on the basis of 24 units per case.

Forthcoming Meetings

October 10-13—National Association of Food Chains, Annual Convention, Waldorf-Astoria Hotel, New York City

October 21-23—Florida Canners Association, 23rd Annual Meeting, Hollywood Beach Hotel, Hollywood

October 27—National Pickle Packers Association, Annual Meeting, Drake Hotel, Chicago

November 1-2—Iowa-Nebraska Canners Association, 55rd Annual Meeting, Hotel Fort Des Moines, Des Moines

November 3-5—Association of Food Industry Sanitarians, Annual Meeting and Conference, Hotel Statler, Los Angeles

November 4—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

November 4-5—Ozark Canners Association, Fall Meeting, Colonial Hotel, Springfie'd, Mo.

November 8-9—Wisconsin Canners Association, 50th Annual Convention, Schroeder Hotel, Milwaukee

November 8-10—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City

November 17-19—Indiana Canners Association, French Lick Springs Hotel, French Lick

November 22-23—Pennsylvania Canners Association, 40th Annual Convention, Penn Harris Hotel, Harrisburg

December 2-3—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

December 2-3—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore, Md.

December 7—Minnesota Canners Association, 48th Annual Convention, Hotel Radisson, Minneapolis

December 9-10—New York State Canners and Freezers Association, 69th Annual Convention, Hotel Statler, Buffalo

December 16-17—Ohio Canners Association, 47th Annual Convention, Neil House, Columbus

January 9-13—Super Market Institute, Midyear Meeting, Boca Raton Club, Boca Raton, Fla.

January 27-28—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco

February 14-16—Canadian Food Processors Association, Annual Convention, Seigniory Club, Montebello, P. Q.

February 15-18—National-American Wholesale Grocers Association, 49th Annual Convention, Hotel Morrison, Chicago

February 18—National Pickle Packers Association, Winter Meeting, Drake Hotel, Chicago

February 19-23—National Canners Association, 48th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago

March 10-11—Tri-State Packers Association, Spring Meeting, Haddon Hall, Atlantic City, N. J.

March 25-26—Utah Canners Association, 43rd Annual Convention, Hotel Utah, Salt Lake City

March 28-29—Canners League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

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